

Search  
results: **713** titlesselect  
all none

Titles on this page:

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Search Report**Database Name            Database Number**

ABI/INFORM            15  
PROMT (90-  
PRESENT)            16  
PROMT (1972-1989)   160  
COMPUTER  
DATABASE            275  
TRADE&INDUSTRY   148

**Set                        Description**

S1                        ((shop?(s)(basket OR cart)) AND order)  
S2                        PY=((1970:1998))  
S3                        S1 and S2  
S4                        S3 and ((electronic or cyber or online or on(w)line or internet or  
virtual or web)(n2)(shop? Or retail? Or mall? ? Or catalog?) or e  
(w)(shop or tail) or teleshop? Or videotext?(n2)shop? Or  
PC=7372640)  
S5                        RD  
S6                        SORT /ALL/pd,a

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- ☐ **1 The 400 richest people in America.** - Oct 1 - 1984 - Gale Group Trade and Industry Database™
- ☐ **2 Innovators and visionaries applauded during New Orleans NGA convention. (National Grocers Association)** - Aug 5 - 1985 - Gale Group Trade and Industry Database™
- ☐ **3 \$200 million or more. (Forbes Four Hundred)** - Oct 28 - 1985 - Gale Group Trade and Industry Database™
- ☐ **4 Ads on wheels roll into supermarkets; chains test VideOcart, PC-based system of electronic billboards. (related article on cardboard mini-billboards on shopping carts in discount and drug store chains)** - Sept - 1988 - Gale Group Trade and Industry Database™
- ☐ **5 Online shopping: a beginner's guide. (includes related listing of videotex services)** - Nov-Dec - 1988 - Gale Group Trade and Industry Database™
- ☐ **6 Auchan's novelty lures big crowds. (hypermarket; includes related article on retail trade in Houston) (company profile)** - Dec 19 - 1988 - Gale Group Trade and Industry Database™
- ☐ **7 Vons, Kroger-Atlanta put off cart video tests until spring. (shopping carts with electronic advertising messages)** - Jan 23 - 1989 - Gale Group Trade and Industry Database™
- ☐ **8 The Prodigy promise. (includes related articles on Prodigy users, doing business with Videotex and France's Minitel)** - May - 1989 - Gale Group Computer Database™
- ☐ **9 Chain store developments and their political, strategic, and social interdependencies.** - Fall - 1989 - Gale Group Trade and Industry Database™
- ☐ **10 Great Scott! supermarkets, Prodigy offer grocery shopping by computer.** - Oct 3 - 1989 - Gale Group Trade and Industry Database™
- ☐ **11 A marketer profiles 'the consumer of tomorrow.' (Jagdish N. Sheth, Brooker Professor of Marketing and Research at University of Southern California) (column)** - Jan 22 - 1990 - Gale Group Trade and Industry Database™

- ☐ 12 Shopping overview: jingle bells and whistles. (computer shopping services) - Nov-Dec - 1990 - Gale Group Trade and Industry Database™
  - ☐ 13 Throwing The Electronic Switch - March - 1991 - Gale Group PROMT®
  - ☐ 14 Consumer Schizophrenia - May 1991 - Word Count: 1928 - ABI/INFORM®
  - ☐ 15 Winning over the new consumer: they're tightfisted and don't like to shop. To coax them to start buying again, companies are revamping the ways they invent, promote, and deliver their products. (includes satiric article on bargain shopping) - July 29 - 1991 - Gale Group Trade and Industry Database™
  - ☐ 16 Back to school. (the supermarket as a profitable marketing outlet for stationeries and pens)(includes related article) - Nov - 1991 - Gale Group Trade and Industry Database™
  - ☐ 17 Front-Line Systems - Mar 2, 1992 - Word Count: 1892 - ABI/INFORM®
  - ☐ 18 ValueVision Gets Into Cable Biz - May 4 - 1992 - Word Count: 352 - Gale Group PROMT®
  - ☐ 19 14th Challengers Award draws 120 entries. - June - 1992 - Gale Group Trade and Industry Database™
  - ☐ 20 'I went out and did it' - August 17 - 1992 - Word Count: 908 - Gale Group PROMT®
- 

Display more titles: [1-20](#) [21-40](#) [41-60](#) [61-80](#) [81-100](#) [\[Next 100\]](#)

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Search results: **151** titles

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## Search Report

### Database Name Database Number

ABI/INFORM 15  
 PROMT (90-  
 PRESENT) 16  
 PROMT (1972-1989) 160  
 COMPUTER  
 DATABASE 275  
 TRADE&INDUSTRY 148

### Set Description

S1 ((shop?(s)(basket OR cart)) AND order AND (checkout OR (check(w)out)))  
 S2 PY=((1970:1998))  
 S3 S1 and S2  
 S4 S3 and ((electronic or cyber or online or on(w)line or internet or virtual or web)(n2)(shop? Or retail? Or mall? ? Or catalog?) or e (w)(shop or tail) or teleshop? Or videotext?(n2)shop? Or PC=7372640)  
 S5 RD  
 S6 SORT /ALL/pd,a

- ☐ **1 Online shopping: a beginner's guide. (includes related listing of videotex services)** - Nov-Dec - 1988 - Gale Group Trade and Industry Database™
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- ☐ **6 Throwing The Electronic Switch** - March - 1991 - Gale Group PROMT®
- ☐ **7 Winning over the new consumer: they're tightfisted and don't like to shop. To coax them to start buying again, companies are revamping the ways they invent, promote, and deliver their products. (includes satiric article on bargain shopping)** - July 29 - 1991 - Gale Group Trade and Industry Database™
- ☐ **8 Front-Line Systems** - Mar 2, 1992 - Word Count: 1892 - ABI/INFORM®
- ☐ **9 Waste or Windfall?** - Sep 1992 - Word Count: 1721 - ABI/INFORM®
- ☐ **10 Winning in the 21st century: technology to transform retail. (role of emerging technologies in revolutionizing retailing)(includes related articles)** - Dec 15 - 1993 - Gale Group Trade and Industry Database™
- ☐ **11 Stores of the future** - Feb 1994 - Word Count: 1846 - ABI/INFORM®
- ☐ **12 Speed & ease drive store of the future: Package goods to come from on-line service as grocery to focus on**

Fresh food - May 2 - 1994 - Word Count: 1165 - Gale Group PROMT®

- ☐ 13 State of the food industry. (includes related articles on Efficient Consumer Response, technological advances in food marketing, and product trends) (Resegmenting the Industry) (Industry Overview) (Cover Story) - June - 1994 - Gale Group Trade and Industry Database™
- ☐ 14 Shopping on the information superhighway. - Spring - 1995 - Gale Group Trade and Industry Database™
- ☐ 15 Lambda Rising expands on AOL.(provides services through American Online) - Sep 4 - 1995 - Gale Group Trade and Industry Database™
- ☐ 16 Grocery stores may earn more bacon with "egs" - Sep 18, 1995 - Word Count: 753 - ABI/INFORM®
- ☐ 17 Grocery stores may earn more bacon with 'egs.' (electronic grocery shopping program)(Retailing on the Internet) - Sep 18 - 1995 - Gale Group Trade and Industry Database™
- ☐ 18 Web publishing equipment demonstrations.(Seybold San Francisco '95, Part I) (Industry Trend or Event) - Oct 23 - 1995 - Gale Group Computer Database™
- ☐ 19 The Internet page - Dec 18, 1995 - Word Count: 933 - ABI/INFORM®
- ☐ 20 Web development on the cheap - 1996 - Word Count: 1355 - ABI/INFORM®

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Search  
results: **2** titlesselect  
all none

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**Search Report****Database Name      Database Number**

ABI/INFORM	15
PROMT (90- PRESENT)	16
PROMT (1972-1989)	160
COMPUTER DATABASE	275
TRADE&INDUSTRY	148

*Considered  
each  
title & document***Set      Description**

S1	((shop?(s)(basket OR cart)) AND ((single OR one)(w)order) AND (checkout OR (check(w)out)))
S2	PY=((1970:1998))
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S5	RD
S6	SORT /ALL/pd,a

☐ **1 IS goes shopping on the Web** - Nov 17 - 1997 - Word Count: 2348 - Gale Group PROMT®☐ **2 IS goes shopping on the Web. (Web sites offer convenience and flexibility for purchasers) (includes related article on the Web sites of four major vendors) (Internet/Web/Online Service Information)** - Nov 17 - 1997 - Gale Group Trade and Industry Database™select  
all none

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## **IS goes shopping on the Web**

Lamoureaux, Thomas

*Computerworld*, Page: 106, Nov 17 1997

As an information systems manager, I've been hearing about commerce on the Internet for quite some time, but I questioned whether there was any extra value in purchasing computer equipment online. After trying out four PC vendors' online buying sites, I realized that, yes, there are some definite advantages over conventional telephone sales.

Online purchasing offers choice and flexibility you just don't find in dealing with telephone sales representatives. You get to spend as much time as you want comparing products from competing vendors, pricing the options, reviewing the wealth of product specifications and, in most cases, placing an order. And you can do all of this when it's convenient for you, not just when it is convenient for your vendor.

You don't have to wait on hold, you never have an inexperienced sales representative, and when was the last time you dealt with a cranky Web site?

I visited each site I reviewed as would a typical corporate buyer - someone who knows what type of machine he wants but would need to look through each vendor's product line to identify the model that most closely fits his need. I did research to find the right model, worked through the online configuration process to specify the options I wanted, determined the price and then walked through the ordering process. I looked at the quantity and quality of product information, the variety of options available in the online configuration process, the ease and completeness of the order process and how close the vendor could get to the desired configuration.

I set out to shop for a high-end desktop for a power user. I wanted an Intel Corp. Pentium II-based machine running at 266 MHz with 64M bytes of random access memory, a video card with at least 4M bytes of video RAM, a 17-in. monitor, a 9G-byte SCSI-based hard drive, an Iomega Corp. Jaz drive for offline storage, a Microsoft Corp. Natural keyboard and a 10/100M bit/sec. network card. I didn't specify name brands for the video card, hard drive or monitor, as long as the products used could be identified as mainstream products.

Because the configuration was pretty basic, all of the vendors were able to deliver my power machine with the exception of the Jaz drive. None had a Jaz drive as an option, though most had Iomega Zip drives.

The SCSI selection was fairly consistent, with each vendor offering the Seagate Technology, Inc. 9G-byte hard drive and an Adaptec, Inc. 2940 controller. Monitors ranged from name brand to vendor brand, and most vendors had ample selections. One surprise was that Dell Computer Corp. didn't offer the Natural keyboard in its online configuration forms. I could order a Natural keyboard, but only after drilling a few levels to the accessories page.

Among the sites reviewed, Dell had the best overall presence, with Micron Technology, Inc. a close second. Dell's site provides a lot of information and is very well-organized. Dell also provides the most options in configuration and order entry, and it was the only site I visited that offers the ability to review orders. Micron has ample online information and offers a wide range of features in configuration and order placement. Although it doesn't offer an order review, Micron uses online technology to make its sales staff available. Gateway 2000, Inc.'s site offers good product information, but it was the hardest to work through. It offers more model numbers with slightly varying configurations but offers the fewest options when configuring the machine.

Dell Computer Corp. (Best overall presence)

[www.dell.com](http://www.dell.com)

Research

When you enter the Dell site, you are given three ways to proceed. You can review product information by going directly to that type of product (for example, desktop or workstation), drill down to customized configurations by type of business (for example, home or business), or go directly to the online purchase menu and, within two clicks, arrive at the configuration screen. The online information presented at the Dell site is ample and well-organized.

Dell also provides suggested configurations to allow you to determine the optimal configuration for a given type of user (or computer use). There are, however, places where the information is sketchy, such as the workstation specifications, which never mention that the workstation contains an integrated network card.

## Configuration

The online configuration screen, in addition to allowing the full range of options, provides configuration cross-checks, both as "online hints" and under the options themselves. For example, it suggests that an integrated drive electronics-based CD-ROM drive is compatible with a SCSI hard disk only when Windows NT is chosen as the default operating system. Although not complete - it allowed mismatched processors and memory modules exceeding the number of available slots - the error-checking was far better than any other site reviewed. In the configuration process, the only confusion came when the online configuration screen mentioned an option for additional network cards. Unfortunately, I wasn't told that the model included an integrated network card, and in my first pass, I assumed this was where I could choose the primary network card. It wasn't until I reviewed the suggested configurations that I realized the workstation came with an integrated network card.

## Purchasing

Once you choose the configuration, you can place the selected machine in a "shopping cart," which lets you configure and purchase additional machines. When your selections are complete, you can go back to review individual items or place the order (or "Checkout," as Dell calls it). If you choose Checkout, you are prompted with a secure form requesting bill-to and ship-to contact information, demographics on your organization, your choice of delivery options and freight carrier and the method of payment. Dell even lets you enter special shipping instructions.

## Summary

The Dell site was very well-organized, making it equally suited to those who are familiar with its product line and those who aren't. It provided the best online documentation of the sites I reviewed, as well as very good product options and a solid, full-featured order-entry process. Dell was the only site that offered the ability to place multiple configurations in one order and provided an online order-review process. Aside from the network card problem, it was easy to work through this site. It provided the most flexibility and was the most enjoyable site I visited. From an "online experience" standpoint, Dell's site was second to none.

Micron Technology, Inc. (A close second)

[www.micron.com](http://www.micron.com)

## Research

When you enter Micron's site, there are two ways to proceed. You can either drill down by specific purchase types (home or small business) or specific product lines (such as workstation or portable). Although there are only two purchase type options (home and small business), each is complete, with good descriptions of the individual product lines and features. When drilling down to the product lines, you are presented with a list of the specific models under that product line. Each model has a brief description of the features. Once you select a specific model, you receive a more detailed description and a list of options. You also have the choice of reviewing the model specifications. The information presented is ample, though it isn't as clear and well-organized as the other sites reviewed.

## Configuration

Once you have chosen the model you wish to configure, you can proceed to the "Build and Buy" configuration screen. The configuration screen doesn't contain error validation and thus allows you to order invalid configurations. Also, the

model choice contains the processor speed. Once you get into the configuration screen, you're no longer allowed to change the processor. Another configuration option that isn't clear is that certain models (the Powerdigm models) come only with Windows NT, while desktop models allow the choice of Windows 95 or Windows NT. Generally, there are many configuration choices for each of the given options and each of the options is clearly described.

## PURCHASING

Once you have selected the options and calculated the system price, you are given two choices. You can request more information about your configuration or you can place your order. Order placement allows the entry of ship-to and bill-to contact information, company demographics, payment information and special instructions. Payment type contains credit-card information only - purchase orders or company checks aren't allowed as payment options. One procedure Micron adds to the buying process is that the order isn't accepted until it's processed by a sales rep. It surprised me that the other sites didn't do the same. The payment options are limited, but the order process allows the collection of all the pertinent information. Although there are no references to the expected amount of time for a sales representative to call or average delivery information, Micron was the only site visited to provide an "information request" function.

## Summary

Micron's site contained enough information to make an informed purchase. The configuration options were among the best, and the addition of the order and information request screens made the process complete. Information wasn't organized as clearly as it was at other sites; when you choose a configuration, you have to back out if you realize the chosen model lacks features you desire. A feature being touted on the Micron site allows the online buyer to contact the Micron sales department either by an interactive chat session or using Microsoft Corp.'s NetMeeting. This feature was still in a beta state, but I didn't find it at any other reviewed site, and it may give Micron another method to provide solid presales customer support.

CompUSA, Inc. (Reasonably complete)

[www.compusa.com](http://www.compusa.com)

## Research

Although it isn't a first-tier direct sales computer manufacturer, CompUSA is moving in the direction of online sales and has its own custom-configured brand. CompUSA has only two main product lines (most other vendors have four to six), so the selection is fairly limited. On the other hand, one advantage is the way the site is set up: It provides concise descriptions of the two lines and then allows you to drill down by selecting the processor type and then working to the options screen. Of the sites reviewed, this was the easiest on which to determine the desired model and then configure it.

## Configuration

The "Online Configurator" is CompUSA's custom configuration model. It shows the two discrete models - the American and the American PRO - and provides brief descriptions of each and then prompts you to choose a processor for a given model. Once you choose the model/processor combination, you see the configuration screen. On this screen, all configuration options are accessible, with the exception of the processor. As with most sites, it displays the base price prior to making configuration changes. CompUSA hasn't attempted to build validation logic into the Online Configurator and thus allows a buyer to make such invalid choices as selecting a SCSI hard drive without choosing a SCSI controller. Again, this seemed to be the norm across most of the sites reviewed.

## PURCHASING

Once your machine is configured, the next choice with CompUSA's site is to process the order. First you are asked to review a list of the options you chose. If you have already registered with CompUSA, you can place the order. If you haven't registered, you can register by providing street address, telephone number, fax number and electronic-mail information, along with the selected password. Once registered, you confirm the shipping and billing information through CompUSA's secure site and then complete the order. The site claims the company will build and ship within 10 days.



## Summary

The CompUSA site was reasonably complete. Although the product lines are fairly limited and don't provide a mechanism to contact sales or inquire about availability, this site makes up for its shortcomings with concise presentation of background information and a straightforward order process.

Gateway 2000, Inc.

(Hardest site to work through)

[www.gw2k.com](http://www.gw2k.com)

## Research

Entering the Gateway site, you are presented with two options. You can drill down to preselected product models, or you can choose the type of purchase you wish to make (for example, business or home computer). By choosing purchase type, you are presented with the product models most applicable. In the case of a corporate purchase, for example, the preselected categories are network-ready computers, servers and portables.

Each choice presents slightly different models, but for each model shown, there is a checklist of standard options, which makes it easy to choose the appropriate model.

## Configuration

Once you've chosen the model you want, you can view more information about the model, including detailed product specifications, product benchmarks or reviews, or you can proceed to the configuration stage. In the configuration screen, each model is listed with a base price.

Rather than provide a broad range of options at the configuration level, Gateway offers multiple models and configurations for each processor type and then limits options in the configuration screen. This was confusing because, on my first pass, I chose business purchase, network-ready PCs and what seemed to be the highest-end workstation. Then I found out I couldn't specify Windows 95 or deselect the Intel Corp. LANDesk client software, so I had to go back and choose a different model before I could get the options I wanted.

## ORDERING

After the configuration process was complete, I chose the "buy" option, expecting to either register and specify the shipping and billing information or to be presented with a way to forward my order to a sales rep to confirm the details. Unfortunately, after choosing the "buy" option, I was presented with a recap of the order, a quote number and instructions to attach a printed copy of the quote with the purchase order. This was a rather disappointing end to one of the more difficult online configuration processes reviewed.

## Summary

The organization of the home page provided the best set of choices, but subsequent levels were more confusing. They provide too many configurations from which to choose and only limited options for each. The purchase process (or lack thereof) seemed to be sadly consistent with the way the remainder of the site was organized. Overall, Gateway's site was disappointing.

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Dialog® File Number 16 Accession Number 5342052

**Search results:** 0 titles

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**Search Report****Database Name      Database Number**

BUSINESS & INDUS	9
BUSINESS WIRE	610
BUSINESS WIRE	810
MCGRAW-HILL PUBS	624
NEW PRODUCT ANNMNT	621
NEWSLETTER DB	636
PR NEWSWIRE	613
PR NEWSWIRE	813
SAN JOSE MERCURY	634
GLOBAL REPORTER	20
MAGAZINE DBASE	47
BUSINESS DATELINE	635
MKT&ADV REF SERV	570
FT INFORMATION LTD	476

**Set      Description**

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S5	RD
S6	SORT /ALL/pd,a

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**Help Tips for 'Zero Records' - How To Get More Records**

- Don't over-specify: use only the search options you really need -- leave the others blank.
- Exclude "implied concepts": leave out words like 'research' or 'effects.'
- Use more wildcards to search different word endings: use COMPUTER? in place of COMPUTER.
- Check the format of your entry. Follow the Search Tips examples shown on the search page.
- Check for misspelled words.
- Check that you are using parentheses correctly when you combine words with AND, OR, NOT.

Search  
results: 0 titles

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### Search Report

Database Name	Database Number
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DISSERTATION ABS	35
GLOBALBASE	583
INSIDE CONFERENCES	65
INSPEC, 1898+	2
NYT ABSTRACTS	474
TECTRENDS	256
WSJ ABSTRACTS	475
APPLIED SCI & TECH	99

Set	Description
S1	((shop?(s)(basket OR cart)) AND order AND (checkout OR (check (w)out)))
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For more tips on searching, see the [Help page](#).